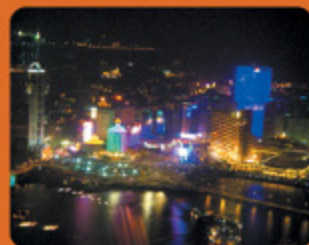


Call For Papers

Competition and Collaboration Between Regional Tourism Destinations

16th Asia Pacific Tourism Association (APTA) Annual Conference,
Macao S.A.R., China 13 to 16 July 2010



<http://www.APTA.asia>

Asia Pacific Tourism Association (APTA) is pleased to announce the 16th annual conference takes place in Macao S.A.R., China, from 13 to 16 July 2010, and hosted by the Institute for Tourism Studies (IFT). The general theme for APTA 2010 is Competition and Collaboration Between Regional Tourism Destinations. Organizers call upon tourism and hospitality scholars, researchers, practitioners and trade members to submit abstracts or full papers for presentation at the conference and for subsequent inclusion in the conference proceedings.

Macao was a sleepy Portuguese colony on the southeast coast of China until it was handed back to Chinese sovereignty in 1999. An hour's ferry ride from Hong Kong, it is now one of the fastest developing and most exciting tourism destinations in Asia as it transforms itself into a modern, vibrant, and cosmopolitan city that boasts the latest world-class attractions in gaming and entertainment. For more information about Macao, please visit: <http://www.macaotourism.gov.mo/>

Conference Venue: IFT & Local Hotel (to be announced)

CALL FOR PAPERS

The theme of APTA 2010 addresses and recognizes a growing and important issue among many regional tourism destinations in the Asia Pacific Region and in all parts of the world : the pressure to compete or collaborate. Sub-themes and other related areas comprising this year's presentation sessions encompass, but not limited to, the following:

- Destination competitiveness
- Regional tourism cooperation
- Industry collaborative or competitive networks and relationships
- Emerging collaborative or competitive frameworks in tourism activities
- Competition in tourism product development
- The role of regional grouping and regional tourism associations
- Private and public competition and collaboration in tourism programs

In addition, submissions that link the general theme with following subject areas in tourism and hospitality are also welcome:

- Emerging Tourism and Hospitality Trends
- Tourism between Partitioned States
- IT & Internet aspects of tourism/hospitality / food service
- Human resources development & educational issues in industry
- Hospitality & Tourism Education
- Marketing & promotion of tourism/hospitality / food service
- The convention & exhibition industry in Asia Pacific Region
- Community tourism development & rural/farm tourism

The conference will focus on a broad range of topics related to research in tourism and hospitality. The conference invites papers on either completed research for standing presentation or a preliminary report for poster session.

SUBMISSION GUIDELINES

We invite authors to submit original and unpublished papers which will be subject to a double-blind review process. Authors can either submit an extended abstract or full paper for the review process. Papers published in the conference proceedings will be denoted either as being accepted on the basis of an extended abstract or full paper submission.

Submission for Review

Three-page abstracts (typed single-spaced) of papers(or full papers) should be submitted for the final selection process. Indicate the author's name and affiliation only on the cover page of the abstract and they should not be indicated anywhere in the abstract. Submit abstract or full papers for review by email to the Director of Paper Review Committee, **Dr. Yeong-Hyeon Hwang** (dryeong@dau.ac.kr).

- Due date for abstract submission: **March 31, 2010**.
- Evaluation of abstracts and communication with authors: **April 30, 2010**.

| Important |

In order for any abstracts or full papers to be eligible to review process, it should conform to details of format guidelines of submission which is available from the APTA website (www.APTA.asia). Once the paper is accepted, at least one of authors must **register for and present** the paper at the conference.

Submission for Publication

Once paper is accepted an extended abstract (three pages) and a full paper submission is allowed for publication.

- Due date for manuscript submission for publication: **May 31, 2010**.
- Papers submitted after the due date will not be included in the proceedings.

PUBLICATION PLAN

Accepted papers will be published in an edited conference proceedings in electronic format with an ISSN number prior to the conference.

BEST PAPERS

Best papers will be competitively selected and authors will be acknowledged with a certificate.

REGISTRATION FEE

Type of registration	Early Bird Registration (by May 31, 2010)	Regular Registration
APTA Member	\$370	\$470
APTA Non-Member	\$470	\$570
APTA Member (from Sponsor Org.)	\$270	\$370
APTA Non-member (from Sponsor Org.)	\$370	\$470
Student / Spouse	\$250	\$300

* Registration fee is inclusive of APTA annual membership dues for the fiscal year of 2011.

Contact:

For further information regarding the conference and paper submission, please contact the APTA Secretary-General, **Dr. Yeong-Hyeon Hwang** (dryeong@dau.ac.kr) or the APTA Secretary, **Dr. Sang-Mi Lee** (apta@daum.net).

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